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Bulgarian Propaganda, May 1952
Rabotnichesko Delo, Sofia, 1-31 May 1952

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BULGARIAN PROPAGANDA, MAY 1952

The following is a presentation of the main themes in Bulgarian propaganda for the month of May 1952 as found in Rabotnichesko Delo, daily newspaper, organ of the Central Committee of the Bulgarian Communist Party. The propaganda has been divided into three large categories: a) Domestic b) Anti-West c) International Communist, and arranged within these categories in the order of their apparent importance to the Bulgarian Communist Party as judged by the amount of space and the prominence accorded them. Only those themes are included which were carried at least five days during the month.

Omitted in the tabulation are certain feature articles of the newspaper which appear more or less regularly each month, such as "In the Soviet Union", "In the Peoples' Democracies" and "Party Life". It may be said that there was considerably less space devoted to these features in May than in April. Amplifying comment on some of the themes follows.

During May domestic news had the lion's share of space, about twice as much as anti-west and international communism combined. Anti-US propaganda suffered a drop in quantity compared to April (1,253 vs 828 column inches). Possible reasons are the fact that the four main domestic themes (see below) pushed much of the usual international news from the paper, and the fact that BW/CW propaganda dropped sharply in comparison to April (from about 800 to a little more than 100 column inches).

More than half the total space for May was devoted to domestic affairs. Poptomov's death competed for space with the May Day propaganda in the beginning of the month. Announcement of the monetary reforms with the abolition of rationing on May 11 occupied the complete issue for that day and was carried very heavily for a week or so afterwards, diminishing gradually toward the end of the month.

Preparatory propaganda of the Fatherland Front Congress began in modest proportions on 5 May and gradually increased, culminating on 29 May with a

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8-page issue of the newspaper virtually all of which was devoted to a complete reproduction of Chervenkoy's speech. Coverage was still heavy at the end of the month.

May Day, Poptomov's death, the monetary reform, and the Fatherland Front Congress accounted for about three quarters of the domestic coverage.

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MAY 1952, MONTHLY TABULATION OF INTERNATIONAL COMMUNISM PROPAGANDA THEMES

SECRET		MAY 1952, MONTHLY TABULATION OF INTERNATIONAL COMMUNISM PROPAGANDA THEMES									
SECURITY INFORMATION		Total column inches	Total No of articles	Total No of days published	Front page column inches	No of front page articles	No of days on front page	No of articles on top of front page	No of days on top of front page	No of days on top of front page	
		444	27	5	95	7	2	2	1	1	
10th Anniversary of Pravda and related topics		271	17	6	58	5	2	3	2	1	
Anniversary of Czech Liberation and related topics		155	11	6	56	4	2	2	2		
Anniversary of East German Liberation		317	39	20	25	3	2	1	1		
Extra-Bloc Communism Parties		252	79	5	32	1	1	1	1		
May Day Celebrations Abroad		126	21	14	6	2	2				
Friendship Theme *		218	21	17							
Peace Efforts **		175	13								
a. Peace Run		43	8								
b. Peace Congresses		78	5	5							
Albania		5	5	5				7		1	
Elections in India		1,697	212		216	18					
Total											

* Intra-orbit cultural and economic agreements and friendly relations of orbit countries with extra-orbit countries (e.g. Soviet-Japanese Friendship Society, etc.).

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MAY 1952, MONTHLY TABULATION OF ANTI-WEST PROPAGANDA THEMES

	Total column inches	Total No of articles	Total No of days published	Front page column inches	No of front page articles	No of days on front page	No of articles on top of front page	No of days on top of front page	No of articles on top of front page
Total Propaganda on Korean War	764	90	30	30	1	1	1	1	1
a. Daily fighting	131	32							
b. Armistice Talks	179	17							
c. Kojima Island Incident and other atrocities	334	32							
d. Biological and Chemical Warfare	120	9							
✓ The German Question including the peace treaty	489	43	14	31	1	1	1	1	1
Anti-Yugoslav Propaganda	389	23	16						
Anti-US Propaganda in General	373	23	17						
Near East articles	115	15	10						
Anti-French Propaganda	64	13	11						
a. Protests against Arrests of Communists in France	34	4							
b. Unrest in Tunis and Algiers	30	9							
Anti-Greek Propaganda	133	11	9						
Japanese Peace Treaty and Unrest in Japan	89	8	8						
Anti-British Propaganda	77	9	7						
UN Disarmament Commission	144	6	6						
Anti-Turkish Propaganda									
Warfare in Lebanon, Syria, and Iran									
European Defense	29	6	6						
Total	2,820	258		117	6		4		3

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MAY 1952 MONTHLY TABULATION OF DOMESTIC

PROPAGANDA THEMES

	Total column inches	Total No of articles	Total No of days published	Front page column inches	No of front page articles	No of days on front page	No of articles on top of front page	No of days on top of front page	No of articles on top of front page
Monetary Reform (with abolition of rationing)	2,635	148	18	1,174	84	18	34	19	6
Fatherland Front Congress	2,053	72	26	498	34	10	12	6	3
Agricultural Topics	1,280	92	27	277	21	11	6	5	5
Pontomov's Death	624	36	3	301	19	7	5	3	
May Day in Sofia	796	54	5	192	7	2	4	2	1
Industrial Topics	453	44	18	143	9	5	2	2	
Celebrations in honor of Sts. Cyril and Methodius	309	25	6	139	13	3	5	3	2
Total	8,130	485		2,724	187		68		17

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